

*WV-FNP Newsletter: Enhancing Staff Profiles in Our Local Communities*

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The West Virginia Family Nutrition Program (FNP) produces a bi-monthly newsletter that is provided to our program partners and used to recruit food stamp participants as well as improve communication among our Nutrition Outreach Instructors (paraprofessionals). This newsletter is made available at local food stamp offices, food pantries, soup kitchens, and other places frequented by limited-resource families with the goal of recruiting them into ongoing nutrition classes in their communities. The secondary goal of the newsletter is to provide simple ideas on how to prepare foods, stretch their food dollars, and improve the dietary quality of their meals. One unique attribute of the WV FNP is that the majority of articles are written and formatted by paraprofessionals. (It is edited by administrative staff.) This gives each paraprofessional the opportunity to personalize the newsletter to meet their specific needs. Each newsletter contains articles, recipes, a recruitment message, success stories, and contact information for each paraprofessional. The newsletter is written in a PDF file and sent electronically to each participating county Extension Office (34 of 55 counties). It is the county's responsibility to provide paper and ink necessary for printing the appropriate number of copies for use by the county. Therefore, there are no additional direct costs associated with printing the newsletter. It is estimated that over 100 partners receive copies of this newsletter (for their offices) throughout WV and that in 2003, over 10,000 newsletters were printed and distributed to our target families.